

DSC-W310

12.1 MP | 4x OPTICAL ZOOM | 2.7" LCD¹

The DSC-W310 is the digital camera for those looking a slim camera with a strong feature and value propositions. Capture amazingly detailed images from farther away with the DSC-W310's professional quality 4x Sony Lens. With advanced features including SteadyShot® image stabilization, iAUTO and Smile Shutter™ technology, the DSC-W310 makes taking the best shot a cinch.



28mm equivalent Sony lens with 4x optical zoom

With a Sony 4x optical zoom (28mm equivalent) wide-angle lens, you can take great shots from greater distances plus better group shots in tight spots.

Minimize blur in your shots

SteadyShot® image stabilization compensates for camera shake and helps prevent blur through use of digital processing technologies.

Enjoy automatic adjustment of key camera settings

Unlike traditional auto mode, Intelligent Auto (iAUTO) mode thinks for you, recognizing scenes, lighting conditions, faces, and adjusts settings resulting clear images, faces with natural skin tone and less blur. With iAUTO you will take the best shot in many situations from landscapes to fast action sporting events without having to manually change all of the cameras settings.

Take better photos under 7 different shooting conditions—automatically

Intelligent Scene Recognition (iSCN) Mode detects specific shooting conditions for 7 common scenarios, including: Twilight, Twilight Portrait, Backlight, Backlight Portrait, Landscape, Macro, and Portrait. In just 1/30th of a second, the camera automatically optimizes its settings for the selected scene.

Get those winning smiles every time

Smile Shutter™ technology snaps a photo of a smile the moment it happens. Simply press the Smile Shutter™ button and the camera does the rest. This function can also be used in conjunction with Intelligent Scene Recognition to detect smiles in challenging backlit environments, employing a flash and backlight compensation to capture smiles more clearly.

Take more natural-looking shots of people

Face Detection technology detects up to eight individual faces in the frame, then adjusts the camera's focus, exposure, and flash to deliver crisp, properly lit images of family and friends.

Access simplified camera operations

Even the most novice of digital camera users can take the best shot using Easy Shooting Mode. This feature uses the camera's Intelligent Scene Recognition capability to automatically adjust its settings based on different shooting scenarios. In this mode, the LCD screen only displays basic, easy-to-understand functions to simplify your experience.

Edit photos on the fly

Retouch and enhance your photos on the go with in-camera Trimming and Red-Eye Correction functions.

Choose from 8 convenient scene modes

The DSC-W310 features 8 different scene modes: High Sensitivity, Twilight, Twilight Portrait, Soft Snap, Landscape, Beach, Snow and Gourmet. Once a mode has been selected, the camera optimizes its settings to help you get the best shot possible.

Additional features:

- VGA movie capabilities
- High sensitivity ISO 3200
- Find your photos using the simple folder or calendar viewing modes
- Function Guide helps explain menus and settings
- Card slot for optional Memory Stick Duo™ and SD/SDHC media¹³
- Includes PMB (Picture Motion Browser)² and PMB Portable Software³

Specifications

General	
Camera Type	Entry Level Compact Point and Shoot
Image Device	1/2.3" (7.79mm) Super HAD™ CCD
Effective Pixels Resolution	12.1MP
Processor	Yes
Optics & Lens	
Lens Type	Sony Lens
Lens Construction	6 elements in 5 groups
Aperture Range	iAUTO(F3.0/F4.3(W), 2 steps) / Program Auto(F3.0/F4.3(W), 2 steps)
Focal Length	5-20mm
35mm Equivalency	Still shots: 28-112mm / Movie 4:3: 28-112mm
Optical Zoom	4x
Digital Zoom	Smart Zoom / Precision Digital Zoom / Off
Total Zoom	Approximately 8x with Precision Digital Zoom
LCD & Viewfinder	
LCD Type	2.7" Clear Photo™ LCD ¹ (230K)
Viewfinder	-
Recording	
Media Slot	MS PRO Duo™ media / SD/SDHC media ¹³
Still Images	12M (4,000 x 3,000) / 8M (3,264 x 2,448) / 5M (2,592 x 1,944) / VGA (640 x 480); 16:9 9M(4,000 x 2,248) / 2M(1,920 x1,080)
Video	VGA(640 x 480) (29.97fps, Progressive) / QVGA (320 x 240) (29.97fps, Progressive)
Microphone / Speaker	Mono / Mono
Focus	
Focus	9 points AF / Center Weighted AF
Intelligent Auto Focus	-
Macro Mode	iAUTO(W:Approx. 5cm (1.96") to Infinity, T:Approx. 50cm (19.7") to Infinity)
Exposure	
Exposure Metering	Multi Pattern / Center Weighted / Spot
Exposure Compensation	Plus / Minus 2.0EV, 1 / 3EV step
ISO	Auto / 100 / 200 / 400 / 800 / 1600 / 3200
Backlight Correction HDR	-
Dynamic Range Optimizer	-
White Balance	Auto / Daylight / Cloudy / Fluorescent 1 (White Fluorescent Lighting) / Fluorescent 2 (Natural White Fluorescent Lighting) / Fluorescent 3 (Day White Fluorescent Lighting) / Incandescent / Flash
Shutter	
Shutter Speed	iAUTO(1/4" - 1/2,000) / Program Auto(1" - 1/2,000)
Burst Mode	Normal / Burst (Approx.0.85 fps at 12.1MP (Maximum 100 shots))
Flash	
Flash Type	Built-In
Flash Effective Range	ISO Auto: Approx.0.5 - Approx.3.0m (Approx.1.64'-Approx.9.84')(W) / Approx.0.5 - Approx.1.5 m(Approx.1.64'-Approx.4.92')(T), ISO3200: up to Approx.6.0 m(Approx.19.69')(W) / Approx.3.0 m(Approx.9.84')(T)
Flash Mode	Auto / On / Slow Syncro / Off

Features	
Scene Modes	High Sensitivity / Twilight / Twilight Portrait / Soft Snap / Landscape / Beach / Snow / Gourmet
Image Stabilization	SteadyShot® image stabilization
GPS	-
Panorama	-
Multi-shot layering	-
Intelligent Auto	Yes
Intelligent Scene Recognition	7 scenes
Face Detection	8 faces (Auto / Off)
Motion Detection	-
Blink Detection	-
Smile Shutter™ Technology	Yes
Self-timer	Off / 10sec. / 2sec.
In-Camera Editing	Trimming / Red Eye Correction
TransferJet™ Technology	-
Inputs & Outputs	
USB	Yes - USB2.0 Hi-Speed
HD Video	-
SD Video	Yes
Power	
Supplied Battery	Lithium-ion NP-BN1 3.6V
Battery Life (Approx.)	110
Number of Images (Approx.)	220
Weights & Measurements	
Dimensions (Approx.)	3 7/8"x2 1/4"x 3/4" (95.3mmx55mmx18.7mm)
Weights (Approx.)	Approx. 4.3oz. (121g) body only; Approx. 4.8 oz. (137g) - With battery and Memory Stick PRO Duo media.
Software	
Supplied Software	Picture Motion Browser Ver 5.0, PMB Portable 5.0 (for Windows) ² , PMB Portable 1.1(for Macintosh)
Operating System Requirements	PMB and PMB Portable: Microsoft Windows XP SP3, Windows Vista SP2, Windows 7. PMB Portable also compatible with Macintosh OS X(v10.4 - 10.6).
Service & Warranty	
Limited Term Warranty	Limited 1 Year Parts & Labor
Supplied Accessories	
Battery	BC-CSN
Battery Charger	Yes
A/V Cable	Yes
USB Cable	-
Multi-Connector Cable (A/V / USB)	-
Shoulder Strap	Yes
Wrist Strap	-
Lens Cap Tether	-
Paint Pen	Yes
CD ROM	Yes
Footnotes	
1. Viewable area measured diagonally	
2. PMB requires Microsoft® Windows® XP SP3/ Windows Vista® SP2/Windows 7. Picture Motion Browser software not supported by Mac OS. Movie format is compatible with iMovie® '09 or later versions.	
3. PMB Portable is pre-loaded. PMB Portable requires USB cable (included) and PC with internet connectivity. Windows® XP SP3 64-bit and Starter Edition and Windows Vista® Starter Edition environments not supported.	
13. When using movie mode Memory Stick PRO Duo™ with MARK2 (M2) logo, Memory Stick PRO-HG™, or SD/SDHC (Class 4 or higher) media are recommended.	



PINK



BLACK



SILVER



2.7" LCD¹